WHAT IS CLAIMED IS:

1. An information-processing apparatus comprising:

computation means for computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals; and

select means for selecting some of a plurality of contents to be transmitted to each of said information-processing terminals on the basis of said expected value computed by said computation means for each of said contents.

2. An information-processing apparatus according to claim 1, wherein said information-processing apparatus further comprises transmission means for transmitting contents selected by said select means to any of said information-processing terminal.

3. An information-processing apparatus according to claim 1, wherein said computation means computes an expected value of any one of said information-processing terminals from results of a test transmission carried out for said information-processing terminal.

4. An information-processing apparatus according to claim 1, wherein, for any specific one of said

information-processing terminals, said select means selects a content whose expected value computed by said computation means.

5. An information-processing apparatus according to claim 1, wherein said expected value is a probability of a response's being expected to be received from any one of said information-processing terminals or an expected response rate of responses received from said information-processing terminals.

6. An information-processing apparatus according to claim 1, wherein said expected value is a predicted probability of a response.

7. An information-processing apparatus according to claim 1, wherein said contents are different from each other because some text parts are modified.

8. An information-processing apparatus according to claim 1, wherein said contents are each an electronic mail or a web banner advertisement.

9. An information-processing apparatus according to claim 1, wherein said contents each include hyperlink information.

10. An information-processing apparatus according to claim 9, wherein said computation means computes said expected value on the basis of click information of said

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hyperlink information.

11. An information-processing method comprising
the steps of:

computing an expected value of a response
transmitted by each of information-processing terminals
in response to each of a plurality of contents
transmitted to said information-processing terminals; and

selecting some of a plurality of contents to be
transmitted to each of said information-processing
terminals on the basis of said expected value computed
for each of said contents.

12. A program to be executed by a computer to
carry out the steps of:

computing an expected value of a response
transmitted by each of information-processing terminals
in response to each of a plurality of contents
transmitted to said information-processing terminals; and

selecting some of a plurality of contents to be
transmitted to each of said information-processing
terminals on the basis of said expected value computed
for each of said contents.

13. An information-processing apparatus
comprising:

transmission means for transmitting a content to

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information-processing terminals;

response-rate-computing means for computing a
response rate of responses transmitted by said
information-processing terminals in response to said
content transmitted by said transmission means;

storage means for storing a fee of transmitting
said content for each response rate; and

acquirement means for acquiring a fee of
transmitting said content for a response rate computed by
said response-rate-computing means from said storage
means.

14. An information-processing method comprising
the steps of:

transmitting a content to information-processing
terminals;

computing a response rate of responses transmitted
by said information-processing terminals in response to
said content; and

storing a fee of transmitting a content for each
response rate in advance;

acquiring a stored fee of transmitting said content
for said computed response rate.

15. A program to be executed by a computer to
carry out the steps of:

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transmitting a content to information-processing

terminals;

computing a response rate of responses transmitted

by said information-processing terminals in response to

said content; and

storing a fee of transmitting a content for each

response rate in advance;

acquiring a stored fee of transmitting said content

for said computed response rate.

16. An information-processing apparatus

comprising:

computation means for computing an expected value

of a response transmitted by each of information-

processing terminals in response to a content transmitted

to said information-processing terminals;

setting means for setting a predetermined threshold

value for said expected values computed by said

computation means;

storage means for storing a fee of transmitting

said content for each expected value; and

acquirement means for acquiring a fee of

transmitting said content for said threshold value set by

said setting means from said storage means.

17. An information-processing method comprising

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the steps of:

computing an expected value of a response transmitted by each of information-processing terminals in response to a content transmitted to said information-processing terminals;

setting a predetermined threshold value for said computed expected values; and

storing a fee of transmitting a content in advance for each expected value;

acquiring a stored fee of transmitting said content for said predetermined threshold value.

18. A program to be executed by a computer to carry out the steps of:

computing an expected value of a response transmitted by each of information-processing terminals in response to a content transmitted to said information-processing terminals;

setting a predetermined threshold value for said computed expected values; and

storing a fee of transmitting a content in advance for each expected value;

acquiring a stored fee of transmitting said content for said predetermined threshold value.

19. An information-processing apparatus

comprising:

computation means for computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

first producing means for producing assessment information on largest expected values computed by said computation means for said responses transmitted by said information-processing terminals in response to said contents on the basis of said expected values which are each computed by said computation means for one of said contents; and

second producing means for producing an assessment function of said expected values computed for all said contents by synthesizing pieces of said assessment information which are each produced by said first producing means for one of said contents.

20. An information-processing method comprising the steps of:

computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

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producing assessment information on largest ones of said expected values for said responses transmitted by said information-processing terminals in response to said contents on the basis of said expected values each computed for one of said contents; and

producing an assessment function of said expected values for all said contents by synthesizing pieces of said assessment information each produced for one of said contents.

21. A program to be executed by a computer to carry out the steps of:

computing an expected value of a response transmitted by each of information-processing terminals in response to each of a plurality of contents transmitted to said information-processing terminals;

producing assessment information on largest ones of said expected values for said responses transmitted by said information-processing terminals in response to said contents on the basis of said expected values each computed for one of said contents; and

producing an assessment function of said expected values for all said contents by synthesizing pieces of said assessment information each produced for one of said contents.